

KTVF/KXDF/KFXF
EEO PUBLIC FILE REPORT
October 1, 2018 – September 31, 2019

I. VACANCY LIST

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

Job Title	Recruitment Sources (“RS”) Used to Fill Vacancy	RS Referring Hiree
Digital Media Coordinator	2-3-4-5-6-7-8-11-16-17-18-19	3
Media Coordinator	2-3-4-6-7-8-11-16-17-18-19	2
News Production Manager	2-3-4-6-7-8-11-16-17-18-19	2
Operations (Master Control)	2-3-4-6-7-8-11-16-17-18-19	17
Operations (Master Control)	2-3-4-6-7-8-11-16-17-18-19	4
Reporter	2-3-4-6-7-8-9-11-16-17-18-19	9
Reporter	2-3-4-6-7-8-11-16-17-18-19	2
Reporter	2-3-4-6-7-8-9-11-16-17-18-19	9
Reporter	2-3-4-6-7-8-11-16-17-18-19	17
Sales Assistant / Events Coordinator	2-3-4-6-7-8-11-16-17-18-19	3
Account Executive	2-3-4-6-7-8-9-11-13-16-17-18-19	9
Account Executive	2-3-4-6-7-8-11-13-16-17-18-19	11
Account Executive	2-3-4-6-7-8-11-13-16-17-18-19	16
Account Executive	2-3-4-6-7-8-11-13-16-17-18-19	16
Account Executive	2-3-4-6-7-8-11-13-16-17-18-19	3
Account Executive	1-2-3-4-6-7-8-11-13-16-17-18-19	1

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II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Walk-Ins/Self-Referral	NO	2
2	KTVF in-House	NO	2
3	KTVF Website Webcenter11.com Contact: Amanda Becker	NO	4
4	Alaska State Employment Services 675 7 th Avenue Fairbanks, Alaska 99701 (907) 451-2961 Contact: Director	NO	2
5	Fairbanks Daily News-Miner 200 North Cushman Street Fairbanks, Alaska 99701 (907) 456-6661 Contact: Classifieds	NO	
6	University of Alaska Fairbanks School of Journalism P.O. Box 756120 Fairbanks, Alaska 99775 (907) 474-7761	NO	
7	Alaska Broadcasters Association 700 W. 41 st Avenue Anchorage, Alaska 99503 (907) 258-2424 Contact: Cathy Hiebert	NO	
8	CareerPage.org National Alliance of State Broadcasters Associations	NO	
9	Employee Referral	NO	6
10	Non-Employee Referral	NO	2
11	Facebook	NO	1
12	Craigslist	NO	
13	KTVF Channel 11 Television commercial	NO	
14	Monsters.com	NO	

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
15	NAB Careerlink.com	NO	
16	Indeed.com	NO	2
17	People Matter / SNAG	NO	4
18	www.tvtv.com	NO	
19	Linkedin	NO	1
(etc.)			
TOTAL INTERVIEWEES OVER REPORTING PERIOD			26

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III. RECRUITMENT INITIATIVES

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
1	Participate in Event for Community Groups Interested in Broadcast Jobs	Broadcast Academy. On June 17-21, 2019, we held our annual week-long summer camp geared for students ages 12-17. This year's camp offered kids the opportunity to learn about broadcasting in general, and specifically how to create public service announcements and produce news stories. Students learned how to brainstorm ideas, interview businesses, write scripts, shoot footage, and edit. Two PSA's for local non-profit organizations and two news feature stories were produced by the students and aired on the station. The camp is headed by the Creative Services Director and Producer with support from the news department and the Events Coordinator.
2	Participate in Event with Education Institutions related to careers in broadcasting	On March 7, 2019 KTVF provided a tour of the station facilities to students from Raven Home School, ranging in age from 5-15 years, in an effort to educate them on how a station operates and the various departments and job opportunities available in the broadcast industry. There were 11 in attendance. We were able to show them how math, science, reading and writing all play a vital role with the operation of a television station. The group was here for a bit over an hour and were very well-behaved, inquisitive and thankful. 5 parents also attended.
3	Participate in Event with Education Institutions related to careers in broadcasting	Throughout the school year, a KTVF weatherman visits local elementary schools to help students learn about weather. Over the course of the year, 30 schools are visited and help contribute to the weathercast.

4	Training Programs for Station Personnel	Throughout the year, employees are cross-trained to acquire the skills necessary to qualify them for higher level positions that may become available. This reporting year, newsroom employees were promoted to higher level positions as a result of being given such opportunities to learn on the job.
5	Training Programs for Station Personnel	On November 8-9, 2018, Sales, News, Engineering and Management employees attended the Alaska Broadcasters Association annual convention and attended numerous training sessions offered to improve job skills, including Emergency Communications, Selling Digital alongside Traditional.
6	Participate in Event with Education Institutions related to careers in broadcasting	On March 18, 2019 a 6 yr. old student spent time in the newsroom learning about weather. Months before her grandmother contacted the station stating she would be in Alaska visiting and would love to surprise her granddaughter with a visit to our station. At 6, the student has a dream of becoming a meteorologist. Her grandmother told us she already does her own research and practices giving weather reports. She came in at 4:30 and spent time with the weather team learning how to build weather for the newscast as well as how it all works in our studio. She sat patiently and quietly in the studio during the 5pm newscast and joined the anchors for the close.
7	Participate in Event with Education Institutions related to careers in broadcasting	On March 26, 2019 KTVF provided a tour of the station facilities to a group of Girl Scouts in an effort to educate them on how a station operates and the various departments and job opportunities available in the broadcast industry. They were able to watch the news cast.
8	Participate in Event with Education Institutions related to careers in broadcasting	On March 27, 2019 the Sports Reporter traveled to Slacha elementary school and spent time talking to students discussing his career in broadcasting as well as his college experience which helped him prepare for his career and to educate them on how a station operates and the

		various departments and job opportunities available in the broadcast industry.
9	Participate in Event for Community Groups	<p>On December 5, 2018 our GM attended 2 senior project presentations at Ben Eielson High School and was asked to evaluate their work and provide feedback. The project- Each senior student is required job shadow for 5 hours in the career field of their choice and present their findings with a verbal presentation accompanied by a cover letter, a resume and visual tools. Each presentation featured their knowledge about their field such as general duties, job availability and salary ranges as well as showing the steps they need to take right now to get there.</p> <p>The job shadow portion was a multi-step process which involved choosing a career, finding a point of contact, arranging a date and time for the job shadow, asking the correct questions and taking notes during the job shadow and then following up with a formal thank you letter.</p> <p>The presentation portion of the project involved the student, 2 instructors and 3 guests with one of the guests being the person in their career field they job shadowed. The students had handouts, on-screen presentations tools and presented with a speech. The formal presentations lasted between 7-10 minutes and were followed with a questions and answer session. Guests and instructors were also encouraged to provide feedback.</p> <p>She was asked to attend because she participates in hiring decisions here at the station. Both of the students who presented to her were very knowledgeable about the duties and steps needed to advance into their career fields. With the feedback provided, she was able to give each of them some tips on strengthening their cover letter and their resume. The GM was also able to provide some hints as to how to present themselves to prospective employers and educational institutions with confidence. She used the opportunity in meeting with high school seniors to talk a little bit about careers in broadcasting.</p>

10	Training Programs for Station Personnel	On June 20, 2019, our office managers participated in ongoing online EEO training provided by corporate HR. They then shared the information with appropriate station personnel.
11	Participate in Event for Community Groups	On April 9, 2019 KTVF participated in the State of Alaska Department of Labor and Workforce Development Fairbanks Career Expo and Job Fair. Members from several departments manned the booth talking to visitors on how a station operates and the various departments and job opportunities available in the broadcast industry.